

FACULTY

ADVERTISING POLICY

Last updated: August, 2024

 THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Pharmaceutical Sciences

 **adMare**
BIOINNOVATIONS



THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Pharmaceutical Sciences

Faculty Approval Date

November 2, 2015

Responsible Faculty Executives

Dean, Faculty of Pharmaceutical Sciences

Director, Communications & Marketing, Faculty of Pharmaceutical Sciences

1. BACKGROUND & PURPOSES

With respect to institutional advertising practices, the Faculty of Pharmaceutical Sciences at the University of British Columbia (the Faculty) is subject to the following Board of Governors policies:

Employment Advertising Policy (HR11)
Advertising Policy Policy No. 112

The purpose of this policy is to articulate additional advertising protocols specific to the Faculty.

2. ADVERTISING: PHARMACEUTICAL SCIENCES BUILDING

Digital Signage

- Advertising content containing non-UBC and non-UBC affiliated logos and associated brand elements are not permitted on the digital signage network.
- Copy must be used in place of logos and associated brand elements.
- E.g., The logo for Company XYZ would be replaced with the name of the company in text (i.e., “Company XYZ”).

Print and Other Forms of Signage

- Advertising content containing non-UBC and non-UBC affiliated logos and associated brand elements are permitted to be displayed in the building, provided permission has been received by the Dean and/or Communications & Marketing Director as per clause 4.1 in Policy No. 112.

3. ADVERTISING: WEBSITE, SOCIAL MEDIA, EMAIL MARKETING

- Advertising content containing non-UBC and non-UBC affiliated logos and associated brand elements are permitted on the Faculty’s website, social media channels, and email marketing collateral provided permission has been received by the Dean and/or Communications & Marketing Director as per clause 4.1 in Policy No. 112. This content must also comply with Canada’s anti-spam legislation (CASL).
- The Faculty does not have or operate online or digital paid advertising services.

4. JOB ADVERTISEMENTS

The Faculty is a long-standing partner of various pharmacy, health sciences, academic, and other organizations with established career advertising services. Moreover, the Faculty abides by CASL in its electronic communication and marketing activities. In respect of these partnerships and in compliance with CASL, the Faculty does not post, distribute or otherwise share non-UBC job and similar advertisements in its communication and marketing channels.

5. AMENDMENTS

The Dean and/or Director, Communications & Marketing may amend this policy as required.